THE CLAIMS:

1) A card for identifying a user to a computer system using a sensing device, the card having an interface surface having disposed thereon or therein coded data, the coded data including a plurality of coded data portions, each coded data portion being indicative of an identity of the user, the sensing device being adapted to:

   (a) sense at least one coded data portion;

   (b) generate, using the at least one sensed coded data portion, indicating data indicative of the identity of the user; and,

   (c) transfer the indicating data to the computer system, the computer system being responsive to determine, using the indicating data, the identity of the user.

2) The card of claim 1, wherein each coded data portion is provided at a respective position on the interface surface, and wherein the sensing device generates indicating data indicative of at least one of:

   (a) a position of the sensed coded data;

   (b) a position of the sensing device relative to the interface surface;

   (c) an orientation of the sensed coded data; and,

   (d) an orientation of the sensing device relative to the interface surface.

3) The card of claim 1, wherein the computer system is adapted to:

   (a) receive the indicating data;

   (b) determine, using the indicating data, product identity data indicative of the identity of the product item; and,

   (c) perform, using the product identity data, an action

4) The card of claim 3, wherein the action includes at least one of:

   (a) associating the sensing device with the user; and,

   (b) dissociating the sensing device and the user.

5) The card of claim 1, wherein the coded data distinguishes the identity of the user from the identity of every other user known to the computer system.

6) The card of claim 1, wherein the coded data is redundantly encoded.

7) The card of claim 1, wherein the coded data is redundantly encoded using Reed-Solomon encoding.

8) The card of claim 1, wherein the coded data is substantially invisible to the unaided eye.

9) The card of claim 1, wherein the coded data is printed using infrared ink.

10) The card of claim 1, wherein the coded data is provided on the interface surface coincident with visible markings.

11) The card of claim 1, wherein the coded data is disposed over a substantial portion of the interface surface.

12) A method of using a card for facilitating interaction between a user and a computer system, the card having an interface surface having disposed thereon or therein coded data, the coded data including a plurality of coded data portions, each coded data portion being indicative of an identity of the user, wherein the method includes in a sensing device:

    (a) sensing at least one coded data portion when the sensing device is placed in an operative position relative to the interface surface;

    (b) generating, using the at least one sensed coded data portion, indicating data indicative of the identity of the user; and,

    (c) transferring the indicating data to the computer system, the computer system being responsive to the indicating data to perform an action.

13) The method of claim 12, wherein the method includes, in the computer system:

    (a) receiving the indicating data from the sensing device; and,

    (b) using the indicating data, at least one of:

        (i) associating the scanner with the user; and,

        (ii) dissociating the scanner and the user.

14) The method of claim 12, wherein the method includes, in the computer system:

    (a) receiving the indicating data from the sensing device; and,

    (b) determining, using the received indicating data, user identity data indicative of the identity of the user; and,

    (c) performing the action using the user identity data.

15) The method of claim 12, wherein each coded data portion is provided at a respective position on the interface surface, and wherein the sensing device generates indicating data indicative of at least one of:

    (a) a position of the sensed coded data;

    (b) a position of the sensing device relative to the interface surface;

    (c) an orientation of the sensed coded data; and,

    (d) an orientation of the sensing device relative to the interface surface.

16) The method of claim 12, wherein the interaction includes at least one of:

    (a) associating the sensing device with the user; and,

    (b) dissociating the sensing device and the user.

17) The method of claim 12, wherein the coded data distinguishes the identity of the user from the identity of every other user known to the computer system.

18) The method of claim 12, wherein the coded data is redundantly encoded.

19) The method of claim 12, wherein the coded data is redundantly encoded using Reed-Solomon encoding.

20) The method of claim 12, wherein the coded data is substantially invisible to the unaided eye.

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21) The method of claim 12, wherein the coded is printed using infrared ink.

22) The method of claim 12, wherein the coded data is provided on the interface surface coincident with visible markings.

23) The method of claim 12, wherein the coded data is disposed over a substantial portion of the interface surface.

24) A method of creating a card for facilitating interaction between a user and a computer system, the method including, in a computer system:

    (a) receiving information indicative of an identity of the user;

    (b) generating at least one coded data portion indicative of the identity of the user; and,

    (c) disposing coded data on an interface surface of the card, the coded data including a plurality of the coded data portions disposed to thereby allow the identity of the user to be determined by sensing any one of the data portions with a sensing device.

25) The method of claim 24, the method including printing the coded data portions.

26) The method of claim 24, wherein the method includes disposing the coded data portions over a substantial portion of the interface surface.

27) The method of claim 24, wherein the method further includes disposing visible information on the interface surface.

28) The method of claim 27, the visible information including at least one of:

    (a) user information;

    (b) the user's name;

    (c) a logo of a retailer;

    (d) security information; and,

    (e) a name of a retailer.